



BBP-161100010607 Seat No. _____

B. B. A. (Sem. VI) (W.E.F. 2016) Examination

July - 2021

Retail Management

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

Instructions :

- (1) Attempt any 5 questions.
- (2) Each question carries equal marks.

- 1 Explain key features and importance of retailing in India. 14
- 2 Describe challenges to Retail Development in India. 14
- 3 Describe factors affecting the retail shoppers. 14
- 4 Explain factors affecting and key decisions of Retail Store location. 14
- 5 Describe Exterior Store Design and Internal Store Design. 14
- 6 Explain Retail Market promotion with suitable examples. 14
- 7 What is Service Retailing ? Explain characteristics of services. 14
- 8 Define : Supply Chain Management. Describe concept and nature of supply chain management. 14
- 9 Describe Footwear retail in India. 14
- 10 Define : Online retailing. Explain benefits and limitations of online retailing. 14